

## BACKGROUNDER

### NINTENDO HONORED BY TOP TRADE PUBLICATIONS

In its four-year rise to the leading position in the home video game market, Nintendo<sup>R</sup> has gained the support of its licensees, has won the trust and loyalty of its retailers, and has captured the hearts of millions of fans nationwide. Importantly, the company has also received consistent recognition from top trade and business publications around the world.

Most recently, the JAPAN ECONOMIC JOURNAL, NIHON KEIZAI SHIMBUN, ranked Nintendo Co. Ltd., the Kyoto, Japan-based parent of Nintendo of America Inc., third among 1800 Japanese companies for its overall performance in the areas of growth potential, profitability, size and company soundness.

Nintendo, which has been ranked in the top ten for the last three years in the same survey, also ranked first among the top ten for growth potential and scored 95 out of 100 in terms of profitability. According to the journal, which is considered the most respected financial newspaper in Japan, the analysis was based on the company's financial data from fiscal year 1988.

Nintendo followed Toyota, the best Japanese company overall, and Fanuc, which came in second.

- more -

Nintendo Honored  
2-2-2-2-2

For the second year in a row, **BUSINESS WEEK** chose Nintendo as one of the best global firms among its "Global 1,000," or the one thousand top businesses world-wide. The magazine ranked Nintendo as 313th out of these companies, and as 141st among all Japanese firms.

Nintendo's strategic marketing strength has also been rewarded with top rankings from other business publications. At the beginning of 1989, following a poll of readers, industry analysts, and other specialists, **MARKETING AND MEDIA DECISIONS** named Nintendo one of its "1988 Marketing Success Stories of the Year."

According to the magazine's editors, the company was selected because of the role which its retail support programs play on the success of the Nintendo Entertainment System.

Additionally, Nintendo has received resounding acknowledgement in this country's two top toy trade publications, **PLAYTHINGS** and **TOY AND HOBBY WORLD**. On the basis of the Toy Retail Sales Tracking Service (TRSTS) compiled by the NPD Group in New York, **PLAYTHINGS** has ranked Nintendo at the top of its list of best-selling brands in every issue in 1989.

Nintendo has also occupied the number-one position on **TOY AND HOBBY WORLD's** "Toy Hit Parade" every month for almost two years. The roster is drawn from a survey of more than 3,000 retailers.

-- more --

Nintendo Honored  
3-3-3-3-3

"The recognition from journalists, both nationally and internationally, of our efforts to recreate the home video game market, is very gratifying," commented Peter Main, Nintendo's vice president of marketing. "It also gives us very valuable feedback on the effectiveness of our marketing programs, the reactions of consumers and retailers to our product, and the general trends and changes in the industry," he added.

# # #

For more information:

Richard Lindner  
or Lynne Gray  
Hill and Knowlton Inc.  
213/937-7460

background